

**UNITED STATES MARINE CORPS
TEST MEASUREMENT AND DIAGNOSTIC EQUIPMENT
MARINE CORPS SYSTEMS COMMAND
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IN REPLY REFER TO
5000
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MEMORANDUM

From: Project Officer, Still Media and Visual Information
Technology Systems

To: Team Leader, Visual Information Systems

Subj: **TRIP REPORT FOR PHOTO MARKETING ASSOCCIATION 2002 TRADE
SHOW**

1. I attended the PMA trade from the 24th to 27th of February. My main focus of the show was on printer capabilities and still acquisition. The show had several products that could benefit our program.
2. There were several companies that had interesting imagery acquisition products. They are listed from high to low-end acquisition capabilities.
 - a. Kodak had two its new DCS 760 on display. This could be used as a studio camera in our garrison units. The 760 have a 3032 X 2008 (6 million) pixel resolution that creates a very clean 18 MB file. The 760 also had two other products that work well with the camera. Kodak has a new 30-watt compact digital camera battery that will provide over 1,000 full power flashes. It also has an extended range imaging technology software that is proprietary to Kodak. The software is free and provides a JPEG image that can pull information from the raw file. It provides 2-stops of exposure up or down, 36-bit image quality, saves a minimum of 4 times more images in-camera than RAW, and simplifies workflow while maintaining control.
 - b. Nikon had its D1X Digital camera that is a competitor to the Kodak DSC 720 that we currently use in our Combat Camera Units. Although it is a solid camera its main draw back was its limited 1-year warranty support. Support beyond that was very weak.

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- c. Fuji also had its new S-2 camera on display, but did not have much information on it. I will look forward to seeing more on it in the future.
 - d. The Olympus E-20n is a 5.0 Megapixel Digital Camera that has various applications in tactical acquisition for the intelligence community. The camera is easy to use and has an all aluminum lightweight body. It also has an all in one lens, dual media slots, LCD panel, and connects via USB.
 - e. Sony makes a DSC-S85 that is small and compact. It is a 4.1 Megapixel camera with a 3X optical zooms. It's all black and stores pictures on a memory stick. This would work great in our tactical gear that is checked out to small units.
3. The printers at the show were very impressive. One company really stood out, but there were several other interesting printers.
- a. Kodak came out with their new ML-500. A digital Ectotherm paper printer, that we got an exclusive look at in the back room. The ML-500 prints 278 8X10 prints per hour, and is one of the few printers that use IEEE 1394 as an interface. It prints at about $\frac{3}{4}$ of an inch per second. It weighs 120 lbs, and can be rack mounted. It cost around \$20,000 with the price per print at about \$0.90 per 8 X 10 print. This printer was one of the highlights of the show. It's very fast and the price of the media continues to drop for dye thermal printers.
 - b. Kodak also came out with a large format printer. The 5260 also use the IEEE 1394 as an interface. It can print 170 square feet per hour at hi resolution, and 500 square feet per hour at low resolution. This could solve some of our problems printing maps and aerial imagery.
 - c. Hewlett Packard 5000 is another larger format printer that is very fast, but the resolution on an inkjet printer still isn't up to par with the rest of the field.

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- d. Noritsu had its photo mini-labs on display. They were very fast, and had the capability to take in almost any form of media. It does however still have environmental issues that create a big problem for us.
 - e. We also looked at a couple of prototypes from Konica and Indigo. The Indigo was a digital print press that can print out photo like prints for about \$0.06 per print. It is also completely environmentally friendly. The Konica was an ink jet printer that also had potential. I look forward to seeing more on the Konica printer in the future also.
4. There were also other types of equipment that caught our attention that could be beneficial to our program.
- a. Kodak showed us their front-end kiosk solution for self help type of photo printing. We saw an application for this in streamlining the production aspect of garrison units. The cameraman just needs to bring his imagery to the unit and simply output to the printer he needs.
 - b. Lexar media sells various forms of media cards for the digital cameras we use. They have several new cards out that are smaller and can hold more information than ever.
 - c. Adobe products have a new version of Photoshop out. The new version has several changes and upgrades. Adobe Photoshop is the main image editor that our units use.
 - d. Pelican cases have several new types of soft and hard cases for transportation of our photo equipment. The new soft cases with shoulder straps look very promising, but need to be reinforced for our purposes.
5. Overall the show was very informative. The Kodak products really stood out, and I saw several new applications for some of the gear. It gave me some good ideas as to what we could use now, and what to look for in the future.

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